

CAN KOHEN

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PROFESSIONAL SUMMARY

Technical Product Manager with 2+ years of fintech experience owning products across the full product lifecycle, from discovery and PRDs to launch, KPI tracking, and iteration. Experienced in translating customer needs, market and competitive insights, and operational pain points into scalable solutions that improve reliability, efficiency, and customer value. Strong cross-functional leader with hands-on data analysis skills and an AI-native mindset, partnering closely with engineering, data, operations, legal, and compliance teams in fast-paced environments.

PROFESSIONAL EXPERIENCE

HubX
Global Payment Operations Manager

November 2025 - Present
Istanbul, Turkey

- Spearheaded +20pp authorization rate optimization and drove a \$440k MRR lift by partnering with the engineering team to apply fintech best practices, and overhauled PSP routing and volume allocation across Stripe, Checkout.com, and Adyen using performance data, A/B testing, and customer value-driven prioritization.
- Engineered a payment intelligence platform in partnership with the data team, standardizing and deduplicating data from multiple payment infrastructures to deliver a unified analytics solution. Empowered daily executive decision-making for CEO, COO, and CMO, and equipped engineering and marketing with a single source of truth for operational KPI tracking.
- Architected global compliance and local acquiring infrastructure with entities across North America, LATAM, EU, and APAC, directing tax compliance strategy and negotiating cost-effective compliance solutions with service providers to enable multi-region payment processing.

Getir
Product Manager II

August 2025 - November 2025
Istanbul, Turkey

- Owned the end-to-end payments platform across 6 verticals, including grocery, food, ride-hailing, car rental, water, and e-commerce leading two cross-functional squads of 10 engineers across the full product lifecycle to scale and optimize Getir's in-house payment gateway processing millions of transactions per month.
- Recovered \$1M/month by designing and shipping PSP Fallback to automatically reroute transactions during provider outages. Added POS Retry logic that prevented an additional ~\$250K in downtime losses across an in-house gateway handling millions of monthly transactions.
- Reduced platform error rates by 3x by cutting payment failures from 3% to 1% through overhauling error classification, introducing real-time monitoring, and building automated recovery flows based on transaction data, operational feedback, and customer needs.
- Achieved 75% faster operational resolution by shipping a self-serve Payment Support Panel, dropping average case handling from 20 minutes to under 3 minutes and eliminating engineering dependency for operations teams, improving internal customer value and support efficiency.

Getir
Product Manager I

April 2024 - August 2025
Istanbul, Turkey

- Defined and owned the payments platform roadmap across Getir's core markets, prioritizing error management, checkout reliability, PCI DSS compliance, and customer value in collaboration with Fraud, Finance, and Engineering leadership.
- Expanded payment method coverage by leading discovery and implementation of new wallets and local payment methods, improving conversion rates in international markets and shaping long-term platform strategy based on customer needs, market research, and competitive analysis.
- Translated payment platform opportunities into clear requirements and PRDs, aligning engineering, fraud, finance, and operations teams around scope, trade-offs, launch readiness, KPIs, and post-launch iteration.

EDUCATION

Northeastern University - Boston
Computer Science and Cognitive Psychology

SKILLS

Skills: Product Management, Product Lifecycle, Product Discovery, Cross-Functional Collaboration, Team Leadership, Product Strategy, Agile/Scrum, Roadmapping, Stakeholder Management, Competitive Analysis, Data Analysis
Analytics: Tableau, Mixpanel, Data Studio, BigQuery, SQL, Python
Tools: JIRA, Confluence, Figma, Miro, Notion, Google Suite
Languages: Turkish, English